



Interactive Newspapers '96

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Web Site: <http://www.kelseygroup.com/kelsey>

December 28, 1995

Brewster Kahle
CEO
WAIS
690 5th Street
San Francisco, CA 94107-1517

Dear Brewster:

Many thanks again for agreeing to speak at the **Interactive Newspapers '96** Conference to be held February 21-24, 1996, at the Hyatt Regency Embarcadero Center, San Francisco, CA. Your participation has caused a great deal of anticipation and excitement among the many people who have already registered for the event. Due in part to your involvement, we are expecting more than 800 industry leaders to be in attendance.

The purpose of this note is to familiarize you with the plans and details for the event. Your specific presentation details are as follows:

February 22, 1996 - 4:00 - 5:30

Panel topic - Inside the Web Toolbox


While the ultimate choice of presentation content is, of course, up to you, the audience will be interested in your experiences to date and your vision of the future relative to your topic. Each speaker on your panel will present for fifteen minutes. When all presentations are completed, there will be Q & A.

Your fellow panelists are: Jay R. Brodsky- Technology Development Manager, Tribune Media Service
Sorrell Slaymaker - Senior Engineer, Global Internet

PLEASE TAKE A FEW MINUTES NOW TO READ THE CONFERENCE OVERVIEW AND MATERIALS REQUEST. By now we have probably received your BIOGRAPHY. If not please fax it to us at 609-921-2112.

Do not hesitate to contact me or Nanci Karas at 609-921-7200 at any time if you have questions or suggestions about any aspect of the conference, including materials needed for the binder.

Sincerely,


Marsha A. Stoltman
Vice President, The Kelsey Group

MAS/nk
Enc.

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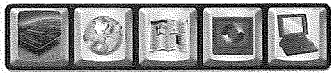


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Date: February 7, 1996
To: All Conference Speakers
From: Marsha A. Stoltman

The Seventh Annual Conference on **Interactive Newspapers '96: What's Hot? What's Not? What's Next? - Positioning for Profitability** is just about two weeks away, so I wanted to take one last opportunity to advise you about a few items:

- Registration is outstanding. To date we have over 450 people attending worldwide, and I fully expect that we will end up with approximately 600 people at this conference.
- While most attendees are from newspapers, there will be a good mix of people including leading technology vendors. You will receive a complete attendee list when you register. Registration is open from 8:00 a.m. until 5:00 p.m. on Wednesday and begins again at 7:00 a.m. each morning.
- The Speakers' Lounge (Regency A) will be available with extra carousels, a slide projector and any other audio/visual needs you might have beginning Wednesday morning. Also, Skip Williams, Account Executive, Bauer Audio Visual, Inc. and his staff will be available to work with you prior to your presentation. He will be getting in touch with you to schedule a time to review your presentation. However, do not hesitate to contact him directly at 1-214-630-6700.
- Please plan to keep your presentation to no more than fifteen minutes. Evaluation sheets from past conferences suggest that attendees prefer brevity. This allows adequate time for Q and A. Martin Radelfinger will be the moderator of your session which is located in the SeaCliff A/B. Please plan to be in the room 10 minutes prior to the start of the session.
- Thanks to all of you for sending us the materials for the 3-ring binder. It contains over 600 pages and will be extremely useful to every attendee who will receive it at registration. Based on the presentation materials and the quality and diversity of the speakers, this will be an outstanding conference. If you plan to mail materials to the hotel for the Speakers' table, please use the address as indicated on enclosed sample label.

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- Please feel free to attend the Optional Technology Overview being offered on Wednesday from 1:00 - 5:00 p.m. We are expecting approximately 250 - 300 attendees at this session. There will be a reception in the Pacific Concourse Exhibit Hall on Wednesday evening from 5:00 - 8:00 p.m.
- **If you have done already done so, please make your hotel reservations immediately.** Mention that you are with The Kelsey Group to get the special rate of \$149. The Hyatt Regency's phone number is 415-788-1234.
- See you in San Francisco!

The Kelsey Group
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Princeton, NJ 08540-1528

KELLY TURNER
CONVENTION SERVICES MANAGER
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HOLD FOR ARRIVAL
(YOUR COMPANY NAME)
INTERACTIVE NEWSPAPERS CONFERENCE
FEB. 21 - 24, 1996